

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Printing of Travelmate book on AP Tourism, through M/s. Touchstone Advertising Agency – Amount Sanctioned - Orders - Issued

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 53

Dated:16- 01-2009  
Read the following:

- 1 Govt. Lr.No.48/PMU/DDC/2009, YAT&C (PMU) Department.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Bill No. TAPL/277/2008-09, dt. 04.11.2008 of M/s. Touchstone Advertising Pvt, Ltd, Hyderabad.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis and preparing and publishing various books, as a part of promotional initiatives. As a follow up of these initiatives, this Department has got prepared and printed 2000 copies of Travelmate for publicity during PATA 2008, with the following specifications. Size 1/8<sup>th</sup> demmy, Inner 192 pages on 100 GSM art paper, multi color front & back printing. Title page on 300 GSM art card, multi color printing with glossy lamination. Inner demy size Tourist Map in multi color printing on 100 gsm art paper and pasting inside the back cover page and section stitching and perfect binding. The cost includes, photography, scanning, positives, binding, digital proofs etc. These books have been distributed in PATA Mart – 2008, held in 16<sup>th</sup> to 19<sup>th</sup> September in Hyderabad. After preparing and printing the book, the advertising agency has submitted a bill amounting to Rs. 4,21,350/- vide letter 5<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.4,21,350/- (Rupees Four Lakh Twenty One Thousand Three Hundred and Fifty only) towards printing of Travelmate, through M/s. Touchstone Advertising Agency, which is inclusive of service tax.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (15) – PATA Conference – 500- other charges – 503 – other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Touchstone Advertising Pvt, Ltd, Hyderabad, after deducting Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To,  
M/s. Touchstone Advertising Pvt, Ltd, Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded :: By Order//**

**SECTION OFFICER**